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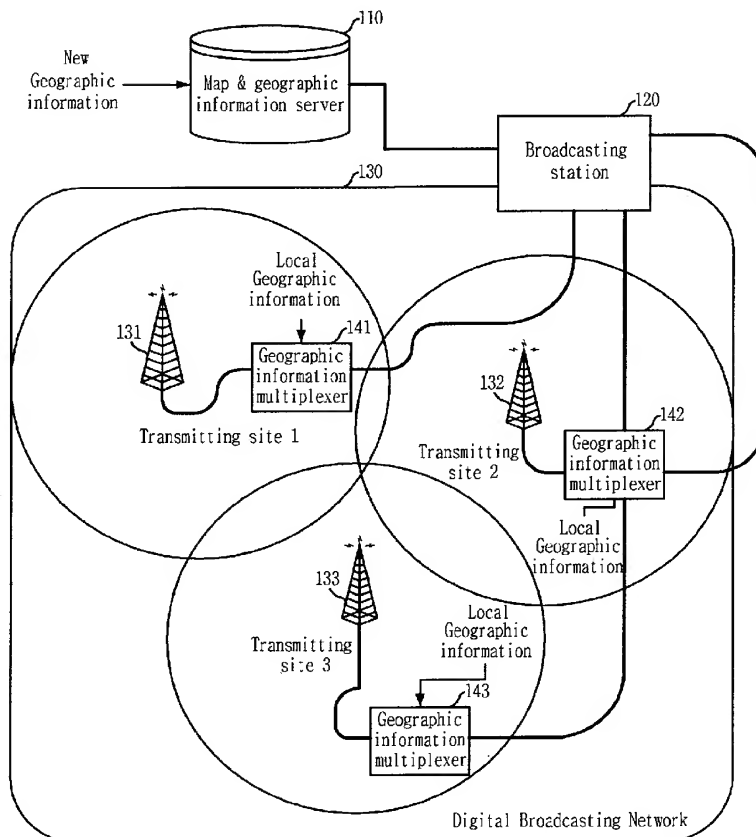
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(54) Title: GEOGRAPHIC INFORMATION TRANSCIEIVING SYSTEM AND METHOD THEREOF



(57) Abstract: Provided is a geographic information transceiving system and method using a digital broadcasting network. The system and method segments new geographic and map data of a region, on which a geographic information service is provided, makes data segment files of different sizes, and multiplexes and transmits the files. A geographic information transmitting system includes: a geographic information collector for receiving real-time geographic information and real-time traffic information; a geographic information processor for extracting/processing local geographic information and local traffic information from the geographic information collecting means and outputting whole area information, geographic information and traffic information for a plurality of resolution levels; a digital broadcasting unit for converting and transmitting the geographic information/traffic information data in conformity to digital broadcast signals; a geographic information multiplexer for multiplexing the geographic information/traffic information data; and a transmitter for transmitting the multiplexed geographic information/traffic information data to a corresponding region.

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